

Leo Burnett Company, Inc.

Ad #346 - Req. #39568 - Page-B&W-Kentucky Derby Program

THE PHILIP MORRIS APPROACH

The flavor's in the breeding

There's a lot about the flavor cigarettes from Philip Morris that says "thoroughbred."

First, all our brands are made right here in Kentucky where sound horse sense and breeding are second nature, by Kentuckians who love tobacco and like to smoke.

Second, there's a full measure of rich Kentucky burley to each of them that makes for good body in the blend and mild taste.

But most important of all, the fine flavor in each cigarette is a result of careful "breeding" by tobacco experts with long experience.

This "breeding" starts with selecting only the best tobaccos, knowing how long to age them to flavor fullness, and then blending them in exactly the right proportions to make the best tasting smoke.

Every cigarette we turn out must be a thoroughbred in flavor and quality or it never leaves the plant.

This is the Philip Morris approach. It's why smokers who enjoy flavor get so much pleasure from the well-bred brands below.

Philip Morris
Incorporated



Made in Louisville

Sent 4/22/65

